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HOLDRIDGE'S BOOK OF BERRIES

1936

S. E. Holdridge & Sons
Ledyard, Connecticut

Telephone: Norwich Division 3655-4

Post Office Address: Norwich, Connecticut

R. F. D. 6

There has never been any plant diseases or dangerously injurious insects found on this nursery.

(Copy)

STATE OF CONNECTICUT

No. 2893

(Seal of Conn.)

August 12, 1935

Office of State Entomologist

CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

NURSERY INSPECTION AND REGISTRATION CERTIFICATE

This is to Certify that S. E. Holdridge & Sons of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1936.

W. E. BRITTON, State Entomologist.



THE LATE S. E. HOLDRIDGE

1936 GREETING

Holdridge's Catalogue of High Grade Products

Friends and Patrons:

We take pleasure in presenting to you our 1936 catalogue. We hope to give you in this catalogue a true description of the varieties of strawberry plants which we sell and to solicit your trade in 1936.

We wish to thank our many customers who bought practically all of our plants in 1935. Last year was our first year of business without the aid and counsel of the founder of this business, Samuel E. Holdridge. However, great care was exercised throughout our last shipping season that all plants shipped from here would come up to the high standard set for Holdridge's Strawberry Plants. Our plants are sent from here freshly dug, nicely trimmed and bunched and packed in live moss.

Every step in the digging, trimming, bunching and packing is done by, or under the supervision of, one of the members of the Holdridge family.

Our plants for the coming year were raised on high ground and have made as good a growth as any plants we have ever grown. We have quite a few more plants for sale this year than we sold last year. Our plants have been state inspected and pronounced disease free. We hope we may receive your orders and will do our utmost to satisfy you.

We wish you all a most bountiful and prosperous year.

S. E. HOLDRIDGE & SONS.

Norwich, Conn., R. F. D. No. 6.
Telephone Connection, Norwich Division 3655-4.

OUR CATALOGUE

This is not a large, pretentious catalogue yet it brings you an honest message about the different varieties of plants we grow. It has been prepared with the desire to have it sensible and free from exaggerations.

VARIETIES

We are opposed to filling our lists with a number of worthless varieties. We confine our list to the fewest possible varieties and introduce only those which have some added value over other introductions. This year we are omitting two varieties from our catalogue, the Blakemore and the Ridgeley. Although these are two good varieties we feel that the Big Joe and the Aberdeen are the best mid-season berries.

OUR PLANTS

All strawberry plants are not the same even though they look good. There is a difference in the way the plant has been bred up to produce large quantities of fruit. Some plants of the same variety will not produce as many quarts per acre as plants that have a high producing strain. You may say that one Howard 17 plant is as good as another, but that is not true. Plants, like seeds will reduce to an inferior quality or value if not careful in selecting only the best to keep the standard up. We take especial pains each year in selecting only the very best plants for setting and we have not let the strain deteriorate but have improved the same by growing plants that produce more berries which are earlier and larger.

Perhaps we are not the largest grower of plants in the East, but we certainly get our share of patronage and new customers are added each year. There must be a reason for this increased patronage. We do not misrepresent nor will we sell any inferior plants if we are aware of it. Our soil is suitable for growing good plants and by careful selection in setting out only the very best plants, we have improved our strains as to earliness and productiveness. For several years we have furnished plants to many of the large institutions of this state. We would not get these repeat orders if we did not furnish satisfactory plants.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name. Free from any disease. Properly trimmed. Bunched, packed and labeled and will reach their destination nearly as fresh as when dug. What honest grower could do more?

PRICES

Our prices are as low as good plants can be grown. We advise you again to order your plants early and not be disappointed. The price of all our plants includes free delivery to your post office or express office (except as noted) anywhere in New England.

ORDER EARLY

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

TERMS

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

We all know the depression that has been over our Union, and the difficulties in collecting bills. We are always willing to accommodate, but we are not in the banking business. We have to pay our help cash and therefore we must exact the same for our plants. We sell at a small margin of profit and we trust that you will observe this when ordering plants.

ORDER NOW

After reading this book on berries and thinking the thing over carefully, won't you take the order sheet inclosed, find the prices of the different varieties and make out your order. We promise you healthy, well-rooted, true-to-name plants safely delivered to your door or express office. You will not be disappointed in the spring.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

Every season there are many who wait until they get their ground ready for setting plants and then call up on the phone or send their remittance and want their order filled within one day. They do not think that orders are booked and filled in rotation. If their orders were received early they would be sure of getting their plants when they wanted them. Order early and have them when you need them.

OUR WORKING FORCE

We have a force of helpers who have been with us for several years and they are very careful in putting in only good, strong plants. They take an interest in our business and they receive good wages for this careful attention to assisting in sending out only good plants.

SETTING OUT PLANTS

A good distance in setting out plants in rows is from $3\frac{1}{2}$ to 4 feet between the rows and from 18 to 20 inches in the row. This gives the narrow matted row which is the best kind of a row unless you grow them in the hill system, when plants are set from 12 to 14 inches in the row and from 3 to $3\frac{1}{2}$ feet between the rows. Most any soil that will grow garden truck, with the exception of greensward, is a good place to plant strawberries. We like Fall plowing best, if it is possible to do the work at this time. Fall plowed land throws up grubs and insects which freeze out during the winter. If the ground cannot be plowed in the Fall, plow as early in the Spring as possible. Be sure and get the ground into as fine a condition as possible before setting. A good top dressing of barnyard manure broadcasted on the ground after it is plowed in the Fall is an excellent dressing. Chicken manure or commercial fertilizer, a 5-8-7 preferred, is a good dressing after the Spring plowing. A handful of ground bone is an excellent fertilizer to put around each plant after setting. A top dressing of fertilizer spread broadcast upon the row, in the month of September, when the plants are dry, and then brushed off is recommended. We do not recommend the use of commercial fertilizer to be put on the plants the Spring they are to fruit. Cultivate and hoe shallow often during the growing season and success will come your way. As to mulching for winter protection any good straw material will do. Cover about one inch thick and pull between the rows in the Spring. This will protect the fruit from sand and help retain moisture and keep the weeds down. Be sure and do not put any fertilizer around the plants when setting. A week or so later you may put on your ground bone, chicken dresing or good fertilizer.

PLEASURE AND PROFIT IN BERRIES

There is no crop on the farm that you can raise as profitably as strawberries. You cannot set them in the ground and take no care of them; you must work to keep them clean. But if you do you will not find any other fruit or vegetable as profitable as strawberries.

In every garden there should be a row of strawberries. The amount depends upon the size of the family and the size of the garden. Whether you grow the garden for the home or the store, have a strawberry patch. The location of the berry patch is one of the factors in its success. It is best to have the strawberry patch in a sunny exposure and away from trees. There are many good varieties at the present time. Study the catalogues that you receive and pick out those that fit into your idea as to what is best. Any variety, to exist under the present competitive conditions, has some merit and advertisers don't spend money advertising worthless varieties, for since they do advertise they are trying to build up a good and steady business.

EARLY VARIETIES

HOWARD 17 (Special Strain), (Perfect)—We consider this the most valuable strawberry that can be planted at the present time. Some time in the future it may be surpassed by some other variety, but with over 30 years' experience in growing strawberries, we have never seen its equal. It will produce more quarts to the acre than any other variety grown. This is a broad statement to make, but we can prove this assertion by our own returns and replies that we hear from our customers. We do think that some growers of Howard 17 plants have not been careful enough in selecting plants for setting, and in some instances the plants have deteriorated instead of improving. For the past few years we have been improving our strain of Howard 17 and today we have a strain that is much improved and far superior to the original strain. Our Special Strain, Howard 17, is immensely productive. It does not seem possible plants could produce so much fruit. They are large, fancy, bright red color and hold their size better than any other variety. We picked nearly four weeks last year from our beds of Special Strain, Howard 17. This is a big asset in a berry that will fruit so long. A beautiful berry to look at. Quality excellent and a very healthy variety. Foliage large and green. A good plant maker. In fact it is nearly a perfect variety. We do claim our Special Strain of Howard 17 is far superior to many other Howard 17 plants grown in New England, and we also know our Special Strain, Howard 17 plants are different than Premier strawberry plants and will out-yield the latter by two to one. If you want to grow strawberries for profit or pleasure you will make no mistake in planting this variety. It will yield more dollars per acre than any other crop you can grow. We have a large acreage this Spring and we have made our prices the lowest that we ever sold strawberry plants.

Prices: 50 for 65c; 100 for \$1.00; 250 for \$2.25; 300 for \$2.75; 500 for \$3.50; 1,000 for \$6.00. Postpaid. Free delivery. 3,000 to 5,000 at \$5.00 per thousand. Not postpaid.

January 9, 1936.

S. E. Holdridge & Sons, Dear Sirs:—The strawberry plants shipped me last spring arrived in excellent condition and except a few that were killed by white grubs, lived very well.

You may be sure to receive my order this spring. Thanking you for past favors, I remain.

Very truly yours, HAROLD W. FELCH,
East Ware, New Hampshire.

February 13, 1935.

S. E. Holdridge & Son, Gentlemen:—I inclose my check in payment as per my order. From my order of 100 Howard 17 in 1933 I picked the following year, 1934; 90 quarts of berries by actual count. No guessing. Am ordering "Pearl" to extend season.

Yours truly, C. F. CLEAVELAND,
Windsor Locks, Conn.

EARLY VARIETIES

DORSET (Perfect)—We fruited our first crop of Dorset strawberries this last year and we are glad to report that this berry seems to live up to all the high claims made for it. This variety made a very vigorous plant growth, making more plants perhaps than is best for the highest production. The foliage was very healthy with no leaf spots.

This berry is about four or five days later than the Howard 17. The berries are large with practically no small ones which makes a nice appearance when picked. They will bring the top price on any market.

Although we do not feel that this berry will make quite as much money for growers in New England as the Howard will, because it comes a few days later, however, we do think that the Dorset and the Fairfax are the best varieties introduced in recent years.

Prices: 25 for 50c; 50 for 75c; 100 for \$1.25; 250 for \$3.00; 500 for \$4.00; 1,000 for \$7.00.

FAIRFAX (Perfect)—This berry was fruited by us this last year for the first time and made a wonderful record. The plants fill the rows out very full with the foliage healthy. This berry is two or three days later than the Dorset and has a tendency to turn a very dark red. The yield was very high, and the berries were large. It makes a fine plant to grow with the Dorset.

The flavor of the Fairfax is not excelled by any other berry.

Prices: 25 for 50c; 50 for 75c; 100 for \$1.25; 250 for \$3.00; 500 for \$4.00; 1,000 for \$7.00.

PREMIER (Perfect)—Some dealers say the Premier and Howard 17 are one variety. We plant both varieties each year and we know that our Special Strain, Howard 17, is different than our Premier variety. Our Premiers are a wonderful variety, very productive, foliage clean and healthy, berries a bright glossy red and nearly frost-proof. A safe berry to plant for the home garden or commercially. With us it is a little earlier than Howard 17 and will not produce quite as many berries as our Special Strain of Howard 17.

Prices same as Howard 17.

April 17, 1935.

S. E. Holdridge & Sons, Dear Sirs:—Am enclosing order for strawberry plants and check for same. Thank you for the fine plants sent in previous years.

Yours, GEORGE W. HERO,
Milk Street, Westboro, Mass.

MID-SEASON VARIETIES

BIG JOE (Perfect)—There is no mid-season berry that we can recommend more for a running mate with Howard 17 than Big Joe. This variety does well on all soils but responds quickly to good care and fertility. It comes in with big red berries when some of the early varieties are dropping down. The plant is a vigorous grower, very healthy and very productive. The berries are large in size with an attractive green cap which increases their appearance. Anyone who can get a premium for fancy berries should include some of this variety in their order.

50 for 75c; 100 for \$1.00; 250 for \$2.25; 500 for \$3.50; 1,000 for \$6.00.

ABERDEEN (Perfect)—We believe this is a coming berry for commercial growers. After four years of fruiting we are highly pleased with its behaviour. It is a good plant producer, with clean, healthy foliage, standing well up from the ground. The fruit is large and the vines are literally covered with bright red berries. We have tried it on different soils and wherever planted it seems to be at home. It is a mid-season to late berry and we can recommend this variety as one of the best.

50 for 75c; 100 for \$1.00; 250 for \$2.25; 500 for \$3.50; 1,000 for \$6.00.

CORSICAN (Perfect)—After fruiting and testing over fifty varieties we have never found any berry as sweet as the Corsican. Those who do not like an acid berry will do well to plant some of this variety. We would not recommend it for commercial use, but for a home garden by all means include some plants of this variety. It is a mid-season variety. The fruit is large to very large. The color is bright crimson and it is productive. Old customers send for this variety each year, as after once fruiting it you will want more.

50 for 75c; 100 for \$1.00; 250 for \$2.50; 500 for \$3.75; 1,000 for \$6.00.

The reputation of Holdridge's strawberry plants continues to grow. We not only ship plants all over New England; but also ship plants throughout the Eastern States and Canada. Many people visit our farms each year and we wish you all could come and see just what we are doing in growing better strains and varieties of strawberry plants. We know that you all cannot come so in our catalogue we try to give an honest description.

We do not advise of setting your own plants too long. Not because we would like to sell you plants, but the difference which you will notice in the production and size of your berries that often come from a change of climate and soil. Well-cleaned plants with well-straightened roots make planting easier and more satisfactory.

LATE VARIETIES

PEARL (Perfect)—Late—We have been working for several years to procure a late berry. We have tried Town King, Big Late and several other varieties. They did not satisfy us and we have discarded all of them. We now have a late variety which we call Pearl, but far different from any Pearl plants that we ever saw. The foliage is a dark green, very healthy and makes plenty of plants on good soil. The fruit is large and color resembles fruit of Howard 17. Commences to fruit when other berries are nearly gone. Very productive and in our estimation the best late berry on the market at the present time. We have been improving this variety for the past few season's and we now think there is no other late berry that will anywhere equal it. Set on good, rich ground and you will be surprised with results.

Prices of Pearl (Perfect): 25 for 50c; 50 for 75c; 100 for \$1.25; 250 for \$3.00; 500 for \$4.00; 1,000 for \$7.00.

CHESAPEAKE (Perfect)—For the first time we are offering the Chesapeake for sale this year. This berry seems to do best on rich land. It has the advantage over Pearl in that it has no green tips on the berries, but it does not make as many plants. We find that the Chesapeake must be well mulched in New England to prevent it from winter killing. This is a fine shipping berry. It is quite large, has good color and is very firm. With us it is not quite as late as our strain of Pearl strawberry plants.

Prices same as Pearl.

EVERBEARING STRAWBERRY

MASTODEN (Perfect)—We consider this variety the best of the Everbearers. Is one of the largest Fall bearing strawberries. Very attractive in size and color. Excellent for the home garden and the only Everbearer worthy of planting for profit. The berries are firm and good in quality.

Every strawberry garden should contain a few Everbearers. You can set plants in April and enjoy strawberries fresh from the vines all summer and the Fall. A good plan is to keep blossoms picked off to July 1st or 15th. You will then have nice berries until snow flies. We have only a limited supply. First come, first served.

Prices; 25 for 60c; 50 for \$1.00; 100 for \$1.50.

May 1, 1935.

S. E. Holdridge & Sons, Dear Sirs:—Plants came in fine shape, had splendid roots and I am sure will produce berries. Am very pleased with them.

Sincerely, GEO. H. METCALF,
Groton, Conn.

RASPBERRIES

WINFIELD (Black)—This is the largest and sweetest Black Cap raspberry grown. Is perfectly hardy. Early and ripens soon after our late strawberries have gone. It is productive and will out-yield any other variety. Will produce more dollars than any red variety as per number of plants. We formerly grew the Plum Farmer, but this variety will beat that variety two to one. There are not many dealers in New England, if any, who have this variety for sale beside us. It is free from mosaic and will withstand the New England winters, coming out in the spring with not a plant killed. It is the most wonderful black raspberry we have ever seen.

Prices: 15c each; 12 for \$1.50; 25 for \$2.50; 50 for \$3.50.

CUTHBERT (Red)—This is one of the most valuable of the old standard varieties. It has been widely grown in all sections of the country and has given excellent results both for home use and for commercial purposes. Cuthbert is a good, vigorous grower and produces large and bright red berries. Probably no other red raspberries are so extensively grown as the Cuthbert and the demand for the plants is always heavy.

Prices: 10c each; 25 for \$1.50; 50 for \$2.50; 100 for \$4.00.

LATHAM (Red)—This variety is always largely planted. The fruit is very large and fancy and always finds a ready sale in any market. Our plants are free from any mosaic disease and in comparative tests at the Connecticut State College it out-yielded any other variety. The Latham produced 5,430 quarts per acre which was 1,782 quarts per acre more than other leading varieties. With us it is a little later than Cuthbert.

Prices: 10c each; 12 plants for \$1.00; 25 plants, \$1.50; 50 plants, \$2.50; 100 plants, \$4.00. Postpaid. Free delivery.

June 7, 1935.

Dear Mr. Holdridge:—The raspberries came through O. K., all are alive. Have not received any bill of these extra ones. If you will let me know the price I will send a check.

Thank you.

Yours truly, EVERETT H. LOCKE,
Amesbury, Mass.

(A few extra plants are sent free with all orders.)

May 21, 1935.

S. E. Holdridge & Sons, Dear Sirs:—Will you please send me 1,000 Howard 17 strawberry plants as soon as possible. I have a bed that I got of you last spring that looks real promising. Please rush these.

Thank you, HOWARD F. KIMBERLY,
R. D. No. 1, New Hartford, Conn.

ASPARAGUS PLANTS

CULTURE

The roots should be planted in early spring, just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well-rotted stable manure, well mixed with the soil filling the furrow to 5 or 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

MARY WASHINGTON VARIETY—This variety is generally recognized as the best kind to grow. It is practically rust proof and is very productive. We are offering for sale this year both 1 and 2 year plants. Our supply of 2 year plants is limited and we advise you to order early. These plants were grown from the best seed available and have not been transplanted.

Prices: 1 year plants, 25 plants for 56c; 50 plants for 75c; 100 plants for \$1.00.

2 year plants, 25 plants for 75c; 50 plants for \$1.00; 100 plants for \$1.50.

RHUBARB OR PIE PLANT

MYATTS LINNEAUS—The best variety. The first thing in the spring to furnish material for pies and sauce. Easy to grow and very healthy. Large, early, tender and yields abundantly.

Prices: 15c each; 10 for \$1.00; 50 for \$4.00; 100 for \$7.00. Postpaid.

SPECIALS

We are offering four collections this year. These varieties are all good. Will supply the needs of any small family or will give you a start in strawberries.

COLLECTION NO. 1

50 Howard 17	\$.65
50 Big Joe75
50 Aberdeen75
50 Pearl75
	<hr/>
Total	\$2.90

All for \$2.00**COLLECTION NO. 2**

100 Howard 17	\$1.00
100 Big Joe	1.00
100 Pearl	1.25
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Total	\$3.25

All for \$2.25**COLLECTION NO. 3**

200 Howard 17	\$2.00
200 Aberdeen	2.00
100 Pearl	1.25
	<hr/>
Total	\$5.25

All for \$4.00**COLLECTION NO. 4**

500 Howard 17	\$3.50
250 Aberdeen	2.50
250 Pearl	3.00
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Total	\$9.00

All for \$6.00

TESTIMONIALS

(A satisfied customer is the best advertisement.)

A few testimonials from satisfied customers are printed herein. If good plants had not been sent, they would not say, unsolicited, what they do in their letters.

It is very pleasing to me to receive such testimonials. A satisfied customer is the best advertisement. Read what others say unsolicited. We are always pleased to have a kind word from customers. If our plants have pleased you, tell someone else. It will be appreciated.

May 16, 1935.

S. E. Holdridge & Sons, Gentlemen:—Inclosed find a money order for the amount agreed. Many thanks for the promptness of filling the order. Plants received in good condition. Hope they will prove to be satisfactory.

Respectfully yours, MRS. FRS. REIGNE,
Taftville, Conn.

Branford, Conn.,

Todd's Hill.

Dear Sir:—The strawberry plants you sold us last spring arrived looking very fine indeed, and we know that they are true to name plants as they show it themselves. As a matter of fact, I can prove the difference to any person wishing to see the difference in plants between yours and other states' plants and here's hoping you'll have some Chesapeake plants for me this spring and please send me your catalogue and price list.

Thanking you again.

I remain, JOHN JOHNSON.

July 13, 1935.

S. E. Holdridge & Sons, Gentlemen:—The strawberry plants arrived in good condition. I note that you had no Premiums and I am satisfied with the order as I received it.

One of my neighbors was pleased with the plants and wants your catalogue.

Inclosed find money order.

Thanking you for good service, I am,

Yours truly, REV. P. S. COLLINS,
Cromwell, Conn.

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue include free delivery to your door or express office anywhere, unless otherwise noted. The option to be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

